4/28/97
To: Sharon,
Nice Work!
Please advise if follow-thru
at Retail is working.
thanks,
Bill

R. J. REYNOLDS
TOBACCO COMPANY

S.G. SCHWALM
Account Manager

2190 Connell Terrace
Baldwinsville, NY 13027
315-638-7846
Fax 315-635-1171

April 24, 1997

TO: All DM's and Sales Reps with accounts serviced by Herkimer Wholesale, Button Brothers and Lobells.
RE: RJR Private Label - Marker

Ladies and Gentlemen,

Herkimer Wholesale will be reducing the cost on Marker effective 5/1/97 to be retailed at $14.43 with an everyday off invoice amount of $1.45, therefore the final retail cost will be $12.98. The new price will be introduced in the May Deal Sheet to be distributed 5/5. Herkimer has requested our assistance in converting their customers that carry Prime/Private Stock, TO Marker. The new Marker price will come in 41 cents below Prime and Private Stock with the $2.50 off invoice Herkimer is currently running on them. That off invoice amount will be changing to $1.50 in the near future which will be an even greater advantage to us and Marker. Sales Reps: Please use your AIM information to show the potential increase in Accrual to Level 3 "Advantaged" and Contractual dollars if the current Prime/Private Stock sales were converted to Marker. Should you need any assistance from myself or Herkimer Wholesales Sales People, Please contact me. Thank you for your assistance.

Sincerely,

Sharon

cc: Bill Roth - Buffalo Regional Manager
Dan Brown - Herkimer Wholesale

Copy Steve,
Please include on your spreadsheet of D.A.'s with RJR PL's.
thanks,
Bill

51861 5904

Source: https://www.industrydocuments.ucsf.edu/docs/xzvn0000